



# Intel® Pentium® 4 Processor

## Advantages for Large Business

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Intel® Pentium® 4 Processor – Performance with Purpose



## The Advantage of High Performance on Every Desktop

### Optimize...

High performance PCs based on the Intel® Pentium® 4 processor enable you to optimize solution effectiveness over the PC's entire life cycle. With high performance PCs on every desktop, you can maximize user productivity by deploying new foreground applications, and also take advantage of background tasks to improve network security, reduce network congestion, and streamline desktop administration.

### Maximize...

High performance Pentium 4 processors deliver the ultimate user experience, giving mainstream users the power to run new productivity, e-Business, and collaboration applications — applications your company needs to realize the full potential of its employees, partners, and customers.

### Enhance...

With ample performance headroom, proven platform stability and reliability, and expert platform transition guidance from Intel, high performance PCs based on the Pentium 4 processor enable you to maximize both the near- and long-term value of your desktop purchases.

High performance PCs based on the Intel® Pentium® 4 processor give your enterprise a decisive performance advantage.

A key part of the infrastructure equation, high performance PCs allow you to optimize enterprise solutions for maximum efficiency and effectiveness. They also keep your users — and, thus, your business — operating at peak productivity while enhancing the return on your investment with unmatched stability, reliability, compatibility, and longevity.

## enterprise solutions.

Extend security to the desktop with client-side, security-enhancing background features.

Collaborate within and beyond the firewall — effectively and securely.

Avoid costly out-of-cycle upgrades with maximum headroom.

Enable greater integration and reduce data and task requests to the server with enhanced data manipulation capabilities on the desktop.

Reduce IT administration with new self-maintenance capabilities for the desktop.

Minimize costly downtime and maximize the life of your PC investment with centralized PC management policies.

Create and deliver rich digital media content for efficient e-learning.

Accelerate network traffic and reduce bottlenecks with faster data retrieval and higher compression rates.

## user productivity.

Ample headroom delivers performance when it's needed most — at the end of the PC's life cycle.

Collaboration software lets workers share media-rich information securely and easily.

Net-integrated business applications streamline business processes.

Smart agents increase the number of tasks a user can perform in real time.

Knowledge management applications help users stay on top of the information glut.

Multimedia processing capabilities help make e-learning more effective.

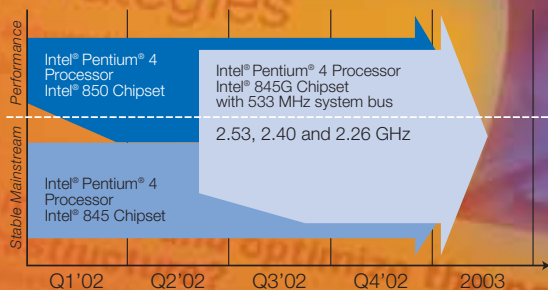
Business analysis and visualization applications make data easier to understand.

## your return on investment.

Stability is a critical consideration in your choice of platform. You want to minimize qualification time, reduce deployment efforts, eliminate disruptions to your user base — and avoid out-of-cycle purchases altogether, if you can.

To help reduce qualification cycles and transition costs, Intel provides transition guidance on the Intel® Pentium® 4 processor/Intel® 845G chipset, a stable platform track that offers an extended availability of 12 months from release date. Higher performance processors extend the longevity of the platform even further, allowing you to buy today for tomorrow's software needs.

### Intel® Pentium® 4 Processor/Intel® 845G Chipset The Next Stable Platform for Business



Meeting IT's Need for Longevity, Availability and Ease of Deployment

# Take Advantage of the High Performance Desktop

## Advantages for the User

High performance PCs based on the Intel® Pentium® 4 processor allow mainstream users to take full advantage of the new generation of productivity, collaboration, and e-Business software. As a result, your employees work smarter and your business performs better.

### User Productivity

**The superior multitasking capability and quicker system response time** of high performance, Intel® Pentium® 4 processor-based PCs give knowledge workers the advantage of running all the applications and background services they need simultaneously — without adversely affecting their productivity.

**Knowledge management applications and smart agents** give mainstream users the power to work more intelligently by automatically gathering, organizing, and cross-referencing information relevant to specific needs.

**Business analysis and visualization applications** — along with the Pentium 4 processor's lightning-fast 3D rendering capability — bring strong data synthesis and presentation advantages to mainstream users, making data easier to understand and facilitating smarter, faster decision making.

### Business Performance

**Internet-enabled applications and operating systems** such as Microsoft Windows® XP enable companies to improve efficiency with integrated business processes — both internally, and with their business-to-business partners.

**Collaboration and peer-to-peer business applications** allow workers at different locations to communicate, collaborate, and share information securely in real time. This can significantly improve business efficiency by speeding time-to-market and reducing supply chain management costs.

### XML Data

**With the power to process XML data faster**, high performance Pentium 4 processors enable time- and cost-saving business process integration, offer greater flexibility in data manipulation and usability, and support seamless communications among companies and among applications.

## Advantages for IT

High performance Pentium 4 processor-based PCs deliver the headroom you need to turn on power-hungry background tasks that improve security, simplify desktop administration, and optimize network performance — without hurting your users' productivity.

### Tighter Security

**Increasing reliance on the Internet** for business process integration requires tight privacy and security measures. With high performance, Pentium 4 processor-based client PCs, background security features such as virus scanning and encryption can be extended to the client without slowing down the user.

### Network Optimization

**With more power on the desktop**, IT can use desktop encryption, data compression, and other IT tools to redistribute and optimize network loads, maximizing limited bandwidth and postponing costly server and network upgrades.

**Expanding XML usage** with high performance desktops allows vast amounts of XML data to be transferred to client PCs for manipulation, sorting, and filtering — with less server processing and fewer data and task requests over the network.

### Greater Manageability

**High performance Pentium 4 processors give client PCs greater self-sufficiency** with the power to run desktop self-maintenance technologies and reduce the need for IT intervention.

**New-generation operating systems and office application suites** streamline IT administration tasks with advanced desktop management capabilities such as remote installation, interactive client assistance, group set-up, and enterprise-wide remote management.

BACKGROUND

FOREGROUND

	1998	1999	2001-3
	Static Browser	Collaboration	Richer Human Interface
	Office Suite	CRM, SCM, ERP Applications	CRM, SCM, ERP Applications
	Operating System	Dynamic Browser	Ad-Hoc Collaboration
		Net-Aware Office Suite	Integrated Browser
		Net-Aware OS	Net-support Office Suite
			Net-Centric OS
	User-Initiated Virus Scan	Optional Virus Scan	Mandatory Virus Scan
	Data Compression	Data Compression	Data Compression
	User Backup	Network Backup	Automatic Backup
	System Management	System Management	Remote System Management
	Java® Applets	Authentication/Encryption: IPSec/EFS	Authentication/Encryption: IPSec/EFS/PKI
	IPSec	Automatic Synchronization	Automatic Synchronization
	Automatic Synchronization	Java® Applets	Directory Service
			Peer-to-Peer Service
			Push/Pull Agents
			XML/Web Services



## Advantages for Business Management

With speeds up to 2.53 GHz and beyond and with the reliability, stability, and longevity of the Intel® 845G Chipset, the Pentium 4 processor can significantly enhance your return on investment — today, and well into the future.

### Longevity

Now at 2.53, 2.40 and 2.26 GHz, Pentium 4 processor clock speeds continue to increase, providing the headroom needed to accommodate future upgrades and applications and allowing IT to maximize the desktop's service life and avoid the costs of premature replacement. Redistributing the processing burden for security and other purposes also enables IT to postpone the need for costly upgrades to server and network capacity.

### Stability & Reliability

With backward compatibility and extended availability, high performance Pentium 4 processors and the Intel® 845G chipset provide a stable platform that streamlines qualification efforts and reduces transition costs.

Intel® SingleDriver™ Technology delivers stability and compatibility across the Pentium 4 processor-based platform — and across the network. Its modular software architecture enables software support at all levels, including the latest operating systems, integrated Intel® Graphics Technology, and the most advanced applications.

## XML, Java\* and the Need for Speed

XML is poised to reshape the way companies share and collect data, and client-side Java\* is experiencing a resurgence. Together, these language technologies offer large businesses unprecedented opportunities for improving efficiency and productivity.

Using XML, companies can easily and affordably exchange information among different departments, businesses, applications, and platforms, automating such transactions as order entry, resource planning, pricing, and inventory management.

Java is being used more and more to execute client applications that feature XML data. In response to the rising pressure on companies to streamline supply chains and provide sophisticated services to their customers, large, complex, business-to-business applications are being developed for client PCs.

To translate these technologies into a competitive business advantage, however, businesses need powerful desktops. With the power to run XML- and Java-based applications faster, high performance Pentium 4 processors can boost business productivity by giving mainstream users the power to take full advantage of data-rich, network-enabled applications.

## The Intel Advantage

Intel's industry-leading technology and testing help to assure trouble-free computing across your entire fleet of Pentium processor-based desktops.

### Leadership

With extensive research and development resources — Intel Laboratories includes over 75 organizations worldwide, each conducting far-reaching R&D programs — and its longstanding commitment to define and develop the future of business computing, Intel leads the industry in technology innovation.

Intel's wide-ranging involvement with third-party vendors — from PC manufacturers to software developers — lets business customers choose from a broad variety of innovative, cost-effective solutions, all based on Intel® Architecture.

### Quality & Reliability

Intel offers an unparalleled track record of reliability and stability, due in part to the fact that Intel produces its own chipsets and motherboards. Intel also devotes over 2,500 people and more than \$300 million a year to desktop validation, qualification, and compatibility testing, strictly adhering to the most rigorous industry standards for reliability and stability.

By providing deployment guidance and extended platform availability and support, Intel enables companies to establish long-term plans with the confidence of excellent platform performance, quality, and availability.

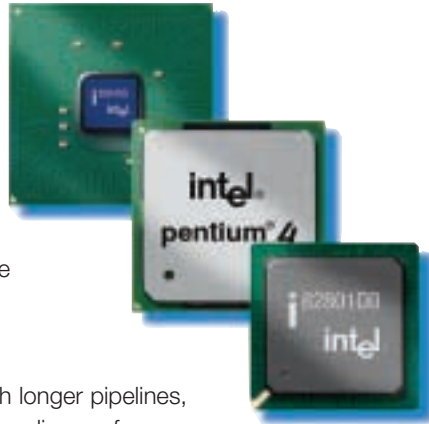


# The Ideal Solution for Mainstream Deployment

Intel's platform architecture delivers the superior performance and high stability required for today's demanding new client applications and enterprise-wide solutions. The Intel® Pentium® 4 processor with Intel® NetBurst™ microarchitecture delivers unprecedented clock speeds — boosting user productivity and enabling IT managers to optimize solution effectiveness. Supporting this platform is the new Intel® 845G chipset, designed, validated, and optimized for the Pentium 4 processor using proven and established building blocks.

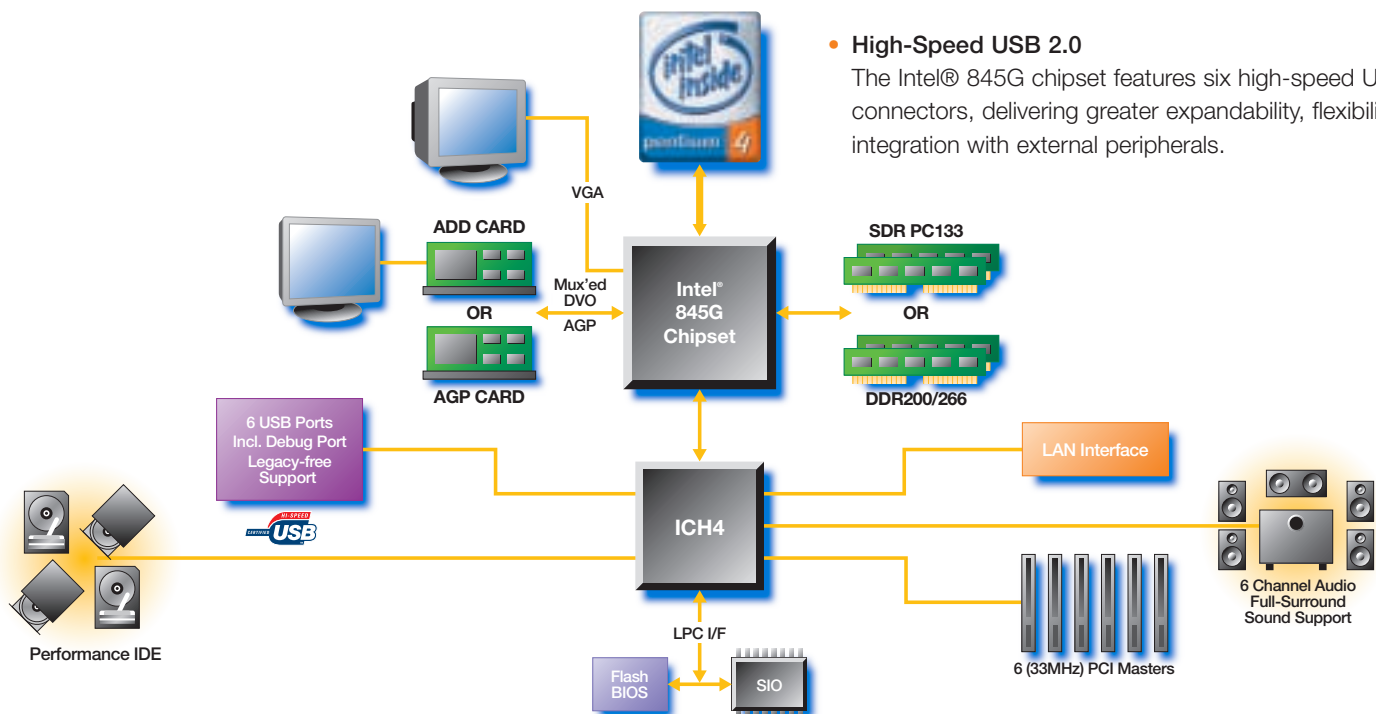
## Intel® NetBurst™ Microarchitecture Advantages:

- **Innovative Design Achieves More**  
Intel® NetBurst™ microarchitecture's hyper-pipelined technology doubles the pipeline depth to 20 stages, significantly increasing the Pentium 4 processor's performance and frequency capability.
- **Optimized Processor Power**  
A 533 MHz system bus, combined with longer pipelines, helps to eliminate bottlenecks for outstanding performance.
- **Performance and Power on the Net**  
Its high-bandwidth technology makes NetBurst microarchitecture ideal for advanced Internet business applications. Additionally, direct audio and video pipelines provide a richer e-commerce experience.
- **The New Standard Architecture**  
The Pentium 4 processor's NetBurst microarchitecture is designed to scale for years to come, establishing the architectural standard for business desktops and reducing qualification costs as faster processors become available.



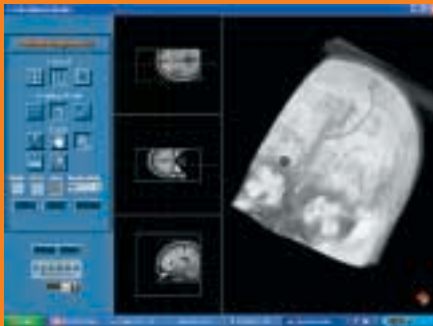
## Intel® 845G Chipset Advantages:

- **Flexible System Memory Solution with DDR266 or PC133 Support**  
Now with DDR memory support, the Intel® 845G chipset provides your enterprise with a high volume DDR solution that delivers both reliability and memory interoperability.
- **533 MHz System Bus**  
A 533 MHz system bus supports the highest CPU frequency and increases system bandwidth for extended platform longevity and greater system responsiveness.
- **Intel® Integrated Graphics Architecture**  
With Intel® Extreme Graphics Architecture, the Intel 845G chipset supports the latest APIs, allowing software developers to create real-life environments and characters.
- **AGP4X Interface**  
The AGP4X interface continues to provide the most advanced graphics support available, enabling over 1 GBs of graphics bandwidth.
- **Intel® SingleDriver™ Technology**  
The Intel® SingleDriver™ Technology supports all three network options, simplifying network connectivity and making deployment easier.
- **High-Speed USB 2.0**  
The Intel® 845G chipset features six high-speed USB 2.0 connectors, delivering greater expandability, flexibility, and integration with external peripherals.





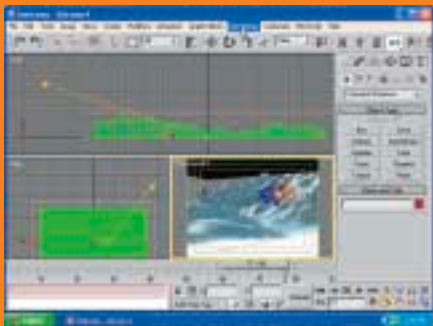
Adobe Photoshop\* by Adobe Systems



Cedara\* 1 by Cedara Software Corporation



Cult3D\* by Cycore



Mental ray\* for 3ds max\* by Discreet



Groove\* 1.1 by Groove



## Partial List of Software Optimized for the Intel® Pentium® 4 Processor

### Business Analysis & Visualization:

DataScope\* by Cygron

Cedara\* 1 by Cedara Software Corporation

### Collaboration/Peer to Peer:

Engenia Unity\* by Engenia Software

Groove\* 1.1 by Groove

Holodesk\* Communicator by Tpresence, Inc.

Organik\* Lodestone\* by Orbital Software

### Content Creation/Design:

3Dfilm\* by RADTime\*

3ds max\* 4 by Discreet

Adobe Photoshop\* by Adobe Systems

Adobe Photoshop\* Elements  
by Adobe Systems

Adobe Premiere\* 6.0 by Adobe Systems

AutoCAD 2002\* by Autodesk

character studio\* 3 by Discreet

cinestream\* 3.1 by Discreet

cleaner\* live 1.0 by Discreet

combustion\* 2 by Discreet

CorelDRAW\* 10 Graphics Suite  
by Corel Corporation

Cult3D\* by Cycore

Director 8.5 Shockwave Studio\*  
by Macromedia

Dreamweaver UltraDev\* 4  
by Macromedia

Fireworks\* 4 by Macromedia

Flash\* 5 by Macromedia

Freehand\* 10 by Macromedia

GoMotion\* MPEG-2 Codec SDK\*  
by Ligos Technology

Lightscape\* by Discreet

Mental ray\* for 3ds max\* by Discreet

reactor\* for 3ds max\* by Discreet

Shockwave Player\* by Macromedia

Solid Edge\* Version 10 by EDS

TrueSpace5\* by Caligari Corporation

Windows\* Media\* Encoder by Microsoft

### Internet:

C-Me\* by Browzwear International, Ltd.

Fab Fashion\* Demo & e-Visualizer  
by Superscape

Flash Player\* by Macromedia

Full Rate SAM\* by Itex

Graphic Gems Web3D Viewer\*  
by Graphic Gems, Inc.

i3Dbox\* by Micro Sova

WinZip\* by WinZip Computing, Inc.

### Knowledge Management:

80-20 Discovery\* by 80-20 Software

Darwin 80-20\* by 80-20 Software

melvil\* by UMA

Imaging Application Platform\*  
by Cedara Software Corporation

### Operating System:

Microsoft Windows\* XP Professional  
by Microsoft Corporation

### Security:

CyberCop ASaP\*

by McAfee Division of Network Associates, Inc.

Personal Firewall ASaP\*

by McAfee Division of Network Associates, Inc.

Remote Access VPN MSP\*

by McAfee Division of Network Associates, Inc.

VirusScan ASaP\*

by McAfee Division of Network Associates, Inc.

Norton AntiVirus\* 2002 Professional Edition  
by Symantec Corporation

Norton Internet Security\* 2002  
Professional Edition  
by Symantec Corporation

Norton SystemWorks\* 2002  
Professional Edition  
by Symantec Corporation

Norton Utilities\* 2002 Professional Edition  
by Symantec Corporation

### User Productivity:

Darwin\* by 80-20 Software\*

Dragon\* Naturally Speaking\* 5.0  
by Dragon Systems

Enfish Onespace\* by Enfish Technology

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**Maximize** High performance Pentium 4 processors deliver the ultimate user experience, giving mainstream users the power to run new productivity, e-Business, and collaboration applications.

**Enhance** With ample performance headroom and unmatched stability and reliability, high performance PCs based on the Pentium 4 processor enable you to maximize both the near- and long-term value of your desktop purchases.

**Intel® NetBurst™ Microarchitecture** The Intel® NetBurst™ microarchitecture delivers unprecedented clock speeds — accelerating productivity and enabling IT managers to optimize network performance and streamline desktop support.

**Intel Quality & Reliability** Intel's technology leadership and rigorous testing standards help assure business customers of trouble-free computing across their entire installed base of Pentium processor-based desktops.

## Business Testimonials

In the business world, Intel is everywhere. The Intel® Pentium® 4 processor is the number one processor in the world, trusted by more leading business PC makers, offered through more system builders and resellers, and deployed on more desktops — in more businesses — worldwide.

"The Pentium 4 will allow us to do several things. It's going to allow us to take advantage of the richer applications being developed...[It's] also going to allow us to prolong the life of our desktops, which will help me drive down the cost of my operation internally."

*Terry Lehane, Director, Client Services of the Americas EMC*

"Pentium 4 ties directly into two of the founding principles of Reuters: speed and innovation, as well as accuracy, which are vital to our news file. [We] ride the cost/performance efficiency of the latest Intel technology and drive it across our entire customer base."

*Tom Glocer, CEO of Reuters*

"For our business, the choice today is Pentium 4, and we are performing around half a million of transactions per day on this technology."

*Pierantonio Azzalini, CEO of Credit Swiss*

"Telia [is] the leading communication services company in the Nordic market. We want to enrich, simplify, and enable communication between people using technology. Right now, we are developing technology architecture based on the most modern Intel Pentium processors: the Pentium 4."

*Torkel Norda, CIO of Telia*

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